

**LONDON MIDDLESEX IMMIGRANT EMPLOYMENT COUNCIL (LMIEC)
JOB MATCH NETWORK**

<p>Agency Name and Contact Information</p>	<p><i>Sponsor Agency and Contact:</i> WIL Counselling & Training for Employment (WIL) Wilma de Rond, Executive Director 141 Dundas Street, 4th Floor London, Ontario N6A 1G3 WilmaD@WIL.ca Phone: 519-663-0774 x. 222 Fax: 519-663-5377</p> <p><i>Project Contact:</i> London Middlesex Immigrant Employment Council (LMIEC) Jennifer Hollis, Project Manager JenniferH@LMIEC.ca Phone: 519-663-0774 x. 228 Fax: 519-663-5377</p>
<p>Implementation Year</p>	<p>2015 (September)</p>
<p>Proposed Funded Activity</p>	<p>LMIEC Job Match Network (JMN)</p>
<p>Objective</p>	<p>The LMIEC Job Match Network is an established and successful initiative that provides London employers coordinated access to qualified Canadian newcomer talent through dedicated recruitment services. A multi-year investment through the Strategic Funding Framework would contribute to the City of London's strategic plan, and sustain a successful pilot initiative launched through the Investment and Economic Prosperity Committee from July 1, 2013 through June 30, 2014, and renewed from September 2014 through September 2015.</p>
<p>Description</p>	<p><i>Who:</i> The London Middlesex Immigrant Employment Council (LMIEC) is an employer-led initiative that connects local business to immigrant talent to grow the regional economy and strengthen the labour market integration of newcomers to Canada. The LMIEC's Job Match Network program has been developed as a direct response to a long-expressed need by these local employers for coordinated access to qualified Canadian newcomer talent.</p> <p><i>What:</i> The LMIEC Job Match Network has dedicated staff that work together with partner organizations across London to screen, match, short-list and market newcomer job seekers to regional employers seeking their specialized skills.</p> <p><i>Where:</i> The LMIEC Job Match Network not only helps retain those newcomers that have already settled in London, but also makes London a go-to destination for work-authorized skilled immigrants from across Canada.</p> <p><i>How:</i> By providing local employers centralized access to an expanded pool of qualified talent, the LMIEC Job Match Network:</p>



	<ul style="list-style-type: none"> • Helps companies of all sizes access the top talent they need at the right time; • Drives talent attraction to our city; • Strengthens emerging industry sectors with the skills required to sustain future growth of our local economy; and • Fuels job creation for all Londoners.
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Budget Implications	Year	Total Budget Request
Operating Budget:		
One time only	N/A	N/A
Ongoing annual	2015 (Sept. through Dec. 2015)	\$18,009 (Pro-rated)
	2016 (Full Calendar Year)	\$54,025
	2017 (Full Calendar Year)	\$54,025
	2018 (Full Calendar Year)	\$54,025
	2019 (Full Calendar Year)	\$54,025
	TOTAL	\$234,109
Capital Budget:		
One time only	N/A	N/A
Future years	N/A	N/A
<p>Please attach a copy of your detailed budget submission supporting your funding request above. Detail expenditures separately: City of London funding request versus other revenue sources.</p> <p>An annual investment from the City of London will cover the salary of a full-time Sales & Marketing Advisor to screen, match, short-list and market newcomer job seekers to regional employers seeking their specialized skills. (See Appendix A for detailed budget)</p>		
<p>Identify the additional dollars the City of London funding will leverage in the community?</p> <p>The City of London funding will build upon a \$535,284 provincial investment from the Ontario Ministry of Citizenship, Immigration and International Trade (MCIIT) in the LMIEC Job Match Network program. As detailed further below, the supporting City of London investment specifically enables the LMIEC Job Match Network program to serve immigrant job seekers that would otherwise be ineligible to participate through the established MCIIT funding partner. As a result, employers are actively matched to those work-authorized candidates that are the best skill match for the position from the entirety of the newcomer talent pool in London or willing to relocate to London.</p>		
<p>Will the City of London funding as a percentage of the total budget for your organization decline in the future? If yes, please explain.</p> <p>Yes. At present, the City of London funding serves as only 23% of the total annual budget for the LMIEC Job Match Network initiative. A City of London investment in the JMN leverages a supporting \$179,000 annual investment from the Government of Ontario and the Government of Canada through the Ministry of Citizenship, Immigration and International Trade (MCIIT). The proposed budget for this investment reflects a flat salary structure with no cost of</p>		

living increase from year-to-year. Annual targets will progressively increase while the budget for this initiative will remain flat over the proposed 5-year period. As cost efficiencies are realized and the project is successful at implementing the sustainability plan detailed below, the City of London funding as a percentage of JMN total budget will decline over time.

Please describe your sustainability plan for your City of London funding request.

A multi-year investment from the City of London will provide the LMIEC Job Match Network an opportunity to become a sustainable and integrated part of London’s economic future. Community partners came together to develop and launch the LMIEC Job Match Network initiative, recognizing both the immediate and longer-term need, to be proactive in the competition for immigrant talent by attracting, screening and matching a wider pool of internationally trained individuals (ITIs) to emerging job opportunities in our region. The LMIEC Job Match Network is not a short-term project, but rather an essential longer-term solution and therefore has actively undertaken several approaches to reduce reliance on funding over the longer term as part of its sustainability plan. Key elements of the sustainability plan include:

Embedding and Integration in Design: The LMIEC Job Match Network is fully integrated as an adjunct service to the work of job development teams at Employment Ontario service provider organizations, such as WIL, and other immigrant-serving agencies. This project, therefore, realizes cost and time efficiencies by conducting employer outreach in a coordinated fashion and leveraging joint marketing efforts beyond the placement of one organization’s active clients to the added benefit of newcomer job seekers in the broader community. These cost efficiencies will continue to be further realized over the longer term leading to less reliance on City of London funding.

Diversifying Investments: This project has already been successful in diversifying its revenue and supporting investments to respond to employer demand across a broad range of occupational levels and industries. This includes leveraging significant investments from the Government of Ontario and the Government of Canada to develop and launch the JMN.

Employer Fees: Over the longer-term, the LMIEC Job Match Network may explore instituting a fee for local employers or perhaps a finder’s fee for candidate referrals out of region. However, given the labour market has not tightened as economists and demographers originally projected, conditions are not appropriate to begin implementing such fees at this time.

How does this Funding Request Contribute to the City of London Strategic Plan “Results”?

Identify Result	Rationale
<p>1. A Strong Economy</p>	<p>The City of London Strategic Plan notes that a “a strong economy is one that is innovative, dynamic, diverse, resilient and where the public, private and nonprofit sectors work together to achieve common goals.” The JMN is an innovative response to employer demand for coordinated access to talent. The initiative has brought together employers, job seekers, employment and training agencies, immigrant serving organizations, economic development partners and labour market planning bodies to give London a competitive edge in retaining, attracting and developing a skilled workforce. As such, JMN is positioned to serve as a strategic</p>



asset in contributing to a strong London economy leading to improved productivity, job outcomes, growth in emerging industries and the increased income that comes from securing meaningful work at a level commensurate with one's skills and qualifications.

Specifically, the JMN:

Creates Jobs and Grows Existing Companies: Driven by local employer-demand, the JMN help more London companies find qualified talent at the right time, stimulating London's economy and job creation for all. Past workforce development surveys conducted by the London Economic Development Corporation found that 60% of respondents experienced difficulty filling positions and/or compromised their requirements as a result. 10% decided against expansion in London because of difficulty finding staff. The JMN now has the established processes, procedures and partnerships in place to strengthen the supply of talent available to employers in our local community, thereby stimulating job creation for all Londoners.

Grows Emerging Sectors: Up to 70% of new jobs in emerging industry sectors require post-secondary education. Over 50% of recent immigrants have a university degree – twice the proportion of the Canadian born population (22%). Immigrants are, therefore, a key source of talent to fill the immediate skill demands and growth of these sectors.

Stimulates Spin-Off Benefits: The Conference Board of Canada has estimated that our country's failure to recognize immigrants' learning and credentials costs the economy \$3.4 billion to \$5 billion in lost earnings every year. Furthermore, a study by RBC Economics indicates that if immigrants had the same likelihood of employment at the same average income as people born in Canada, then personal income would be about \$14 billion higher and there would be almost 400,000 extra workers. The economic impact of effectively recognizing immigrant skills and experiences on our local economy is substantial.

Builds Beneficial Partnerships: Strategically guided by the LMIEC and its employer-led Governance Council, JMN is a community-wide initiative strengthened by the Advisory support and active referral partnerships of 15 organizations including immigrant-serving agencies, economic development partners, educational institutions and labour market planning bodies. JMN is bringing key stakeholders together in new ways to connect immigrant job seekers to meaningful employment and help companies access



	hard-to-find talent in a timely fashion.
<p>2. A Vibrant and Diverse Community</p>	<p>The City of London Strategic Plan indicates that our community wishes to “welcome and support newcomers.” A critical element of being able to welcome and support London’s immigrant newcomers is facilitating connections with meaningful jobs that recognize international training and experience.</p> <p>One in five Londoners is an immigrant, and most of London’s immigrants are professionally trained. Immigrants, including international student graduates from Western University and Fanshawe College, will leave our community if their skill sets are not recognized and they are not actively matched and connected with London employers.</p> <p>Furthermore, with 7 out of 10 recent immigrants turning to GTA, Montreal and Vancouver as their first destination in Canada, JMN puts London on the global map. Immigration will account for 100% of net labour growth in the years ahead, and London is competing against other cities, provinces and countries in a tight race for this pool of talent.</p> <p>JMN supports the labour market integration of London’s newcomers leading to a welcoming, vibrant and diverse community. In addition, JMN helps make London a go-to-destination for immigrants with the skills that local employers require to grow their business.</p>
<p>How will this Funding Request Impact the City of London?</p>	
<p>How will this initiative add value for the City of London</p>	<p>The City of London’s prosperity rides on all Londoners working. 1 in 5 Londoners are immigrants and most are professionally trained. Matching job seekers with the right job is critical to the growth of the local economy. Efficiently matching unemployed Londoners with proper jobs and matching employers with properly skilled workers helps our community fill labour shortages, proactively meet emerging skill demands and raises overall economic productivity.</p> <p>In addition, this initiative is a key element of a suite of immigrant recruitment and retention initiatives that are available in London Region. JMN strengthens our community’s ability to proactively address emerging labour and skill shortages as the workforce ages and emerging industries require increasingly specialized experience. Attracting and retaining immigrant talent is essential to fueling transformational change in our local economy, and the JMN enables our community to be ahead of the competition as economic expansion takes hold.</p>



<p>What is the target population and how is the need identified (describe)?</p>	<p>This project helps retain those newcomers that have already settled in London, but also makes London a go-to-destination for skilled immigrants from across Canada. The City of London investment will allow the LMIEC Job Match Network to serve immigrant job seekers that would otherwise be ineligible to participate through other funding partners, such as international student graduates, immigrants in Canada on work visas, refugee claimants, landed immigrants in other provinces and individuals seeking employment in entry-level occupations.</p>
<p>How is this initiative unique?</p>	<p>The LMIEC Job Match Network is a unique and strategic response to employer demands for a more coordinated and centralized connection to an expanded immigrant talent pool that is screened, ready and qualified to enter our local job market.</p> <p>Screening, matching and marketing internationally trained individuals (ITIs) for commensurate paid employment opportunities is the primary service offering of this project. The LMIEC Job Match Network serves as an adjunct job matching program to immigrant-serving organizations that refer their job-ready immigrant clients after completing an employment preparation program. The JMN provides employers and economic development partners the added service and assurance that if a job-ready candidate is not identified as a match through one organization's active/current client list, a coordinated call-out will issue to the wider partner network. The JMN then actively recruits, identifies, screens, matches and markets candidates that meet the job order requirements from the wider pool of newcomer talent. These services are one-of-a-kind in our region.</p>
<p>Will this increase, decrease or maintain the level of service you are currently providing?</p>	<p>A City of London investment in the JMN enables the program to serve immigrants that would not otherwise qualify for services through alternate funding sources. A Strategic Funding Framework investment will enable the program to sustain a level of service to London job seekers originally provided by the start-up Investment and Economic Prosperity Committee funding.</p>
<p>What are the Potential Risks of Not Implementing this Initiative?</p>	
<p>Attracting and retaining immigrant talent is vital for cities and companies in medium-sized centres such as London to succeed. If London fails to recognize that a targeted and sustained approach to attract and retain immigrants is needed, we will have failed as a community to support London businesses in emerging industry sectors with the talent they need to grow – thereby stalling job creation for all Londoners.</p>	



The March 2014 Economic Development Review for the City of London by KPMG emphasized that the role of any economic development organization is to facilitate the processes that encourage companies, businesses and organizations to locate, remain and expand within their communities. It was noted that processes, structures, clear goals, strategic planning and measurement of results are critical factors in the success of any economic development initiative.

Through the initial support of the City of London's Investment and Economic Prosperity Committee, the JMN has demonstrated that it has the structures and processes in place to contribute to a future economic plan for our city. The JMN exceeded targets and has the capacity to help local businesses access the right talent at the right time. If the City does not sustain its support for the JMN through the Strategic Funding Framework, London will miss out on an opportunity to fuel transformational change in our local economy and sustain a successful initiative moving forward. This would be a great risk to our City's economic future.

What are the Risks of Undertaking this Initiative?

There is no risk to sustaining this successful initiative. The LMIEC, through WIL, seeks a modest annual investment in a successful and established program that helps unemployed (and underemployed) Londoners find jobs, and supports local employers in sourcing skilled talent to grow their company. The City of London would be sustaining an investment that has already demonstrated its ability to meet and exceed targets through Investment & Economic Prosperity Committee pilot funding including achieving:

- 149% of target in the number of job seekers matched and marketed to jobs;
- 118% of target in the number of job seekers hired;
- 428% of target in the number of job postings shared;
- 130% of target in the number of participating organizations; and
- 100% of target in the number of educational materials developed.

This initiative has the established tracking, monitoring, reporting and third-party evaluation protocols in place to measure the quality and impact of its services. With its track record of success and demonstrated ability to contribute to London's economic future, a multi-year investment through the Strategic Funding Framework would be in the best interests of our community.

How will Success be Measured?

Performance Measures/Milestones	Targets →				
	2015	2016	2017	2018	2019
# of job seekers matched/marketed to jobs	*25 (75)	85	95	105	115
# of job seekers hired	*16 (50)	55	60	65	70
# of job postings shared	*26 (80)	85	90	95	100
# of partnership meetings held	*1 (4)	4	4	4	4
# of participating organizations	12	12	12	12	12
# of educational materials developed or updated	*1 (3)	3	3	3	3

*Please note that first-year targets are-pro-rated based on 4 months of program delivery through the Strategic Funding Framework in 2015, assuming a September 2015 start-date. Full annual target for 2015 is noted in parenthesis.

In addition to the above-noted performance measures and targets, the JMN will also track and report on the:

- Percentage of job seekers hired full-time
- Percentage of job seekers hired part-time
- Percentage of job seekers hired on temporary basis

Additional Information:

List any Background of Reference documents (please provide hyperlinks wherever possible):

Appendix A: Proposed Budget (Please see below)

Appendix B: City of London Recommendation for future funding consideration through Strategic Funding Framework: Available online at: <http://www.london.ca/city-hall/meetings/pages/default.aspx> (See August 27, 2014 Investment and Economic Prosperity Meeting as approved by City Council on September 2, 2014)

Appendix C: LMIEC Governance Council Membership (Available online at <http://www.lmiec.ca/about-lmiec/membership/governance-council-members>)

Appendix D: LMIEC Advisory Committee Membership (Available online at <http://www.lmiec.ca/about-lmiec/membership/advisory-committee-members>)

Appendix E: LMIEC Job Match Network Program Partner Organizations (Available online at <http://www.lmiec.ca/get-involved/community-partners>)

APPLICATION DEADLINE: SEPTEMBER 5, 2014

SUBMIT APPLICATION: email application to neighbourhoods@london.ca or mail to the following address:

**Community Development & Funding
Attn: Paula de Freitas
151 Dundas St, Suite 303
London, ON N6A 4L6**

City of London Only:

Date Received:	
Program:	
Service Grouping:	
Service:	

Appendix A: Detailed Budget

Please attach a copy of your detailed budget submission supporting your funding request above. Detail expenditures separately: City of London funding request versus other revenue sources (provide any additional information supporting your request below).

City of London Funding Request

The proposed budget for the London Middlesex Immigrant Employment Council (LMIEC) Job Match Network (JMN) reflects a new Strategic Funding Framework request and reflects a 2% budget increase from the approved Prosperity Plan Funding in 2014. Funding is presently in place from the City of London's Investment and Economic Prosperity Committee from September 2014 through September 2015. The proposed budget for 2015 is pro-rated based on 4 months of delivery in Year 1 and the proposed budget for 2016-2019 reflects a static base salary with no cost of living adjustment.

Yearly Budget Request, 2015 to 2019

Cost Items (\$)	2015 (4 Months Pro-rated)	2016	2017	2018	2019
Base Salaries	\$15,007 (\$45,021)	\$45,021	\$45,021	\$45,021	\$45,021
Mandatory Employment Related Costs (MERCs) (9%)	\$1,351 (\$4,052)	\$4,052	\$4,052	\$4,052	\$4,052
Non-MERCs and Additional Benefits (11%)	\$1,651 (\$4,952)	\$4,952	\$4,952	\$4,952	\$4,952
Total Annual Request	\$18,009	\$54,025	\$54,025	\$54,025	\$54,025

Budget Notes:

Salaries and Benefits

- Salaries include 100% of the cost of a Full-Time Sales & Marketing Advisor to screen, match, short-list and market newcomer job seekers to regional employers seeking their specialized skills.
- The Mandatory Employment Related Costs (MERCs) are based on 2014 rates.
- In addition to mandatory employment-related benefits, the Administrative Sponsor (WIL Employment Connections) carries third-party insurance coverage including Life Insurance; Long-Term disability; Extended Health Care/80%; Drug Card/Employee pays dispensing fee; Dental Plan/80%; Visioncare; and Registered Pension Plan/Employee contributes 3% of annual salary and WIL contributes 4%. WSIB is \$0.34 per \$100 of payroll.

Additional Revenue

LMIEC Job Match Network receives additional revenue from the Government of Ontario and the Government of Canada through the Ontario Ministry of Citizenship, Immigration and International Trade (MCIIT) in the amount of approximately \$179,000/year committed through March 31, 2017.